

Edina Public Art Committee-MINUTES-8/05/10
Community Room, Edina City Hall 4pm

Present: Bernice Amacher, Rick Fesler, John Keprios, Amy Kerber, Linda Kieffer, Bill McCabe, Lois Ring, Anne Spooner and Ruth Valgemae. Not present: Brad Benn, Dick Crockett.

June 3, 2010 minutes amended and approved.

CONTINUING BUSINESS

Edina Promenade and Grandview Update

Next year's dedication ceremony should be reduced to 1.5 hrs which is a more suitable time frame.

Lois Ring reported that 200 ballots have come in so far and reported that The Plunge is currently in the lead. Ballots are located at Grandview, the Promenade ballot boxes near 70th at the gateway paths, Edina Art Center and the Senior Center.

Lois Ring received payment for the total purchase of Time Piece by Dean Holzman from Dee Kennedy. She and Diana Hedges will proceed to get approval from City Council for these two gifts including MN Eco Turtle donated by EPAC Committee Members.

Lois Ring received a comment from an Edina resident suggesting having sand underneath the MN Eco Turtle rather than grass and would look more natural. John Keprios responded that the sand would need to be contained and he will discuss this with Tom Shirley.

Marketing and Promotion

Linda Kieffer reported the Promenade Brochure has been reprinted and looks very good. Compliments go to Kaylin Martin for her work on photography and design of the new brochure.

Brochures are located at Grandview Square, Galleria, Edina Art Center, City Hall desk and the Senior Center. Bernice Amacher will ask the library if ok to place there also.

Edina Magazine's next issue in October will have a small article about EPAC. Lois Ring is communicating with the writer and they want to feature one sculpture. Hopefully they will feature a new up and coming sculptor in article. Linda Kieffer expressed that this will benefit the artist.

Button sales are now at \$395. Promotion thru EAC schedule continues.

Linda Kieffer reports that the EPAC website has been updated with new pictures and information.

EAC approval of EAC/EPAC Responsibilities document

This has not been voted on yet. Bill McCabe will get it on the agenda.

Lois Ring moved that EPAC be EAC members. Motion carried.

Fund raising and Financial Update

Lois Ring and Bill McCabe attended the Ways and Means Committee meeting.

It was defined as a coordinating committee rather than an active committee and meets bi-monthly.

Lois Ring moved that a card be printed that will promote donations and be enclosed in the water bill at Diana Hedges suggestion with the EPAC information on one side and the media studio information on the other. Motion approved.

No further information on a Dick Blick donation.

Lois Ring is assembling a marketing packet and is requesting input from Heather Randall King on the letter.

Linda Kieffer and the committee reviewed changes made to EPAC's Policies and Procedures document. See complete document at end of minutes below.

Linda Kieffer reported that Dick Crockett will no longer be attending meetings since he is not a regular EPAC member.

Amy Kerber reported that she is in discussion with Tiffany & Co. to be a possible donor. They question how a donation will help their business. Amy Kerber will respond and continue the donation request.

NEW BUSINESS

Ruth Valgemae reported that, while the proposal for a commemorative sculpture of Kodiak, the police dog, has not yet been presented to the entire Crime Fund Board, Ken Rosland and Treasurer Denny Maetzold have expressed interest in pursuing the project. The Crime Fund would like further information on the costs involved, and would like to see the statue in a publicly accessible space. John Keprios commented that Braemar would be a logical location since it is near the dog cemetery and also accessible for children. Ruth Valgemae will follow up about artists. EPAC will only be able to assist with selection as no funds are available.

EAC/EPAC is planning a joint fund raiser with Edina Fairview Auxillary Nov 4 at EAC. There will be a silent auction, artist demos with many items for sale, appetizers, wine and music. A very festive event. Monies raised will be divided between the three organizations.

Linda Kieffer asked John Keprios about the 10,000 request from the city.

John Keprios reported that Gordon Hughes declined to include the request for \$10,000 from the City for the 2011-12 sculpture exhibition and other operational expenses. He further reported that it would be added in again to the budget requests that will be discussed before the City Council.

In the June 2010 minutes it was stated that Dick Crockett would be notifying John Keprios of the MN Eco Turtle donation to the City. In the future, when EPAC receives donations through Edina Community Foundation, the Foundation will send the donation to Edina Art Center. The Art Center will then proceed to get approval from City Council as they do with all donations. Phil Johnson will keep records of all donations. It was also stated that the Marguerite McNally funds were to be used for award money.

Lois Ring presented gifts to Linda Kieffer for her many years of service to EPAC as this was her last meeting. Diana Hedges had taken beautiful photos of the Art Glass Window in City Hall and the committee was thankful to present an enlargement and several beautiful greeting cards that Diana Hedges had designed.

Meeting adjourned at 5:25pm.

Minutes submitted by Anne Spooner

Next meeting will be Sept. 2, 2010

EDINA PUBLIC ART COMMITTEE POLICIES AND PROCEDURES-revised 6/10

PURPOSE

The purpose of the Edina Public Art Committee is to promote and enhance the aesthetic quality of life in Edina through the enjoyment of art in the City's public spaces.

GOALS AND DUTIES OF THE EDINA PUBLIC ART COMMITTEE

- Serve in an advisory capacity to the City in all public art-related matters (all city-sponsored public art projects shall require City Council approval).
- Oversee execution of City-approved projects
- Build awareness and pride in community heritage and neighborhood identity.
- Serve as a vehicle for public education in the visual arts.
- Encourage cooperation among public and private sectors, city government, and the arts community.
- Make recommendations for creative fund-raising mechanisms to fund public art displays.
- Promote economic development through the arts.

DEFINITIONS OF TERMS

Art/Artwork----A visual, two or three dimensional creation including but not limited to sculpture, painting, murals, mosaics, glass works, photography, and crafts in clay, fiber, textiles, wood, metal, mixed media or any combination of forms of media.

Public Places---All privately or publicly owned spaces (indoors or outdoors) which are accessible to the public.

Public Art-- Art in public places. Public art may possess functional as well as aesthetic qualities and may include both permanent and temporary works.

COMPOSITION AND STRUCTURE OF THE EDINA PUBLIC ART COMMITTEE

The Edina Public Art Committee (EPAC) shall be a standing committee of the Edina Art Center Board. The Edina Art Center Board shall appoint the members of EPAC which will consist of a minimum of seven persons ideally including:

- at least one professional artist representative
- at least one Edina Community Foundation representative
- at least one member of the Edina Art Center Board
- at least one community member with an interest in the arts
- at least one staff liaison from the Edina Art Center (staff will not have voting privileges)

One person may fulfill more than one of these requirements.

When at all possible, the Chair of EPAC shall be a board member of the Edina Art Center and act as liaison to the Art Center.

EPAC members shall receive no compensation for their services.

FUNDING PROCEDURES

The Edina Public Art Committee shall receive private and corporate donations through the Edina Community Foundation's Public Art Fund.

The City may periodically allocate funds as requested by EPAC and authorized by the City Council.

The City shall collect donations via the quarterly utility bill which includes a provision for adding one, five, or ten or more (as determined by the individual) dollars to the actual dollar amount of the bill.

The Edina Art Center shall initiate and oversee one fund-raising activity per year which benefits both the Art Center and the Edina Public Art Committee.

Other fund-raising methods may be considered and approved at any time.

SITE SELECTION FOR PUBLIC WORKS OF ART

The site may be public or private property and should be situated in such a way that it is visible and accessible to the greatest possible number of members of the community.

The artwork should not unnecessarily disrupt the flow of pedestrian or vehicular traffic.

Potential obstruction of growing trees/shrubs or future construction shall be taken into account.

CRITERIA FOR SELECTION OF ARTWORK

EPAC shall consider (but not be bound by any one of) the following guidelines in choosing works to recommend to the City Council for approval:

- Does the artwork represent excellence in community design of public art?
- Is it appropriate for public display?
- Is it original, compelling, and creative work?
- Does the artwork represent workmanship of the highest quality?
- Does it raise awareness of community heritage or have historical value?
- Does the piece appeal to a broad range of people?
- Is the artwork true to the original goals of the project?
- Does the piece relate to the unique identity of the City?
- Is the piece safe for public interaction?
- What is the likely maintenance requirement?
- For outdoor work, is it durable under year-round weather conditions?

CRITERIA AND PROCEDURES FOR ARTIST SELECTION

Artists chosen by EPAC shall be active artists who are recognized in their field either locally, regionally, nationally, or internationally. The body of work, exhibits/shows, awards, and sales history of artist candidates shall be considered.

Artists may be contacted by the following methods:

- **Open Competition**
Open competition for public art projects will be advertised in the local media, arts, media, or local, regional, and national arts organizations.
- **Limited Competition**
Selected artists may be invited by EPAC to submit an RFQ (request for qualifications) for the creation of public art pieces.

EPAC shall act as a jury and review and evaluate all submissions. (Additional members of the jury panel may be appointed from the community at the discretion of the committee). When appropriate, a limited number of finalists from the pool of submissions shall be chosen to interview. EPAC's final selection will be submitted to the City Council for approval.

CONTRACTING WITH ARTISTS

Upon completion of the art/artist selection process for a purchase, loan, or gift, the Community Foundations shall enter into a contractual agreement with the artist. The contract shall be signed by the artist before the work is installed. The contract may contain the following stipulations:

- The art is original and does not infringe on any copyright.
- The execution and fabrication of the art will be performed in a professional and timely manner.
- The material will be free of defects in material and craftsmanship.
- In the case of a loaned piece of art, the artist will be responsible for installing and insuring the work.
- In the case of a purchased piece of art, the rights with respect to the work that the City shall acquire (i.e. copyright etc.) shall be specified.
- A method and schedule of payment to the artist.
- Final payment will be made only after review and acceptance by the City.
- Conditions may warrant the removal or relocation of a piece (See “Deaccession” Below).

GIFTS, LOANS, AND COMMISSIONS/PURCHASES

Gifts, loans, and purchases of public art may be accepted by the City if deemed appropriate by EPAC (see “Criteria for Selection of Artwork”) and approved by the City Council. All gifted work shall become property of the City.

DEACCESSION

The deaccession of a piece of public art should be a deliberate and seldom-used procedure. Works should not be disposed of simply because they are not currently in fashion or because their worth is called in to question by a few individuals.

The following conditions are to be considered before any deaccession:

- The City Council determines that the site is needed for another public use.
- The work has deteriorated beyond a reasonable means of conservation.
- The authenticity of the piece has been determined to be false or fraudulent.
- The artwork possesses faults of design or fabrication that challenge its artistic merit.

In the event of deaccession:

- If appropriate, the artist shall be given the first option to purchase.
- If not purchased by the artist, the work may be sold through auction, gallery resale, or direct bid by an individual or donated to another appropriate entity (i.e. museum, school etc.)
- Proceeds from the sale are to be used for future public art projects.
- If none of the above options are viable, the work may have to be destroyed.

The recommendation to dispose of a work should be made by EPAC after careful review (which may include the services of a professional conservator) and a majority vote of the committee. Final approval for deaccession will be granted by the City Council.

MAINTENANCE

Permanent public works of art shall be maintained and preserved by the City in the best possible condition via regular inspection and cleaning. Repair may be necessary when the work needs to be returned to its original condition and integrity in the event of neglect, aging, damage or vandalism.

PUBLIC EDUCATION AND COMMUNITY OUTREACH

Informing the public about a work of art is crucial to the success and public acceptance of the piece. When at all possible, the community should participate in the public art process.

The following activities may encourage the public's awareness and involvement:

- Presentations about the artwork to community groups, government agencies, citizen committees, local businesses, and corporate service groups.
- Inclusion of community residents on the jury panel in the art/artist selection process.
- Site visits by citizen representatives.
- Community initiated neighborhood gateway projects.
- Extensive media coverage.
- School education programs which will incorporate visual and written materials about public art in general and the importance of the public artwork in our community.